



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

CONTRACT

<u>Contract / Revision</u> 583109 /		<u>Alt Order #</u> 9842333
<u>Product</u> CENTER FORWARD		
<u>Contract Dates</u> 10/16/12 - 10/22/12		<u>Estimate #</u> 96/102/2072
<u>Advertiser</u> Center Forward		<u>Original Date / Revision</u> 10/15/12 / 10/15/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Dan Driscoll	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u> 96	<u>Product Code</u> 102
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Waterfront Strategies
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	13	10/16/12	10/21/12	Sa 7a-8a	7a-8a		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$550.00			
N 2	13	10/16/12	10/22/12	M-F 7a-8a	7a-8a		:30			NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$550.00			
N 3	13	10/16/12	10/21/12	Sa 8a-9a	8a-9a		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$650.00			
N 4	13	10/16/12	10/22/12	M-F 11a-12p	11a-12p		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$400.00			
N 5	13	10/16/12	10/22/12	M-F 12p-1230p	12p-1230p		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				4	\$400.00			
N 6	13	10/16/12	10/21/12	MLB Championship Series	2p-CC		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$2,000.00			
N 7	13	10/16/12	10/22/12	M-F 2p-3p	2p-3p		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$100.00			
N 8	13	10/16/12	10/22/12	M-F 3p-4p	3p-4p		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$350.00			
N 9	13	10/16/12	10/22/12	M-F 4p-5p	4p-5p		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				2	\$450.00			
N 10	13	10/16/12	10/21/12	Sa 11a-5p	11a-5p		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$100.00			
N 11	13	10/16/12	10/22/12	MLB Championship Series	2p-CC		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTFSS				1	\$2,000.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract Dates</u> 10/16/12 - 10/22/12	<u>Product</u> CENTER FORWARD	<u>Estimate #</u> 96/102/2072
<u>Advertiser</u> Center Forward		<u>Original Date / Revision</u> 10/15/12 / 10/15/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	13	10/16/12	10/21/12	FOX X Factor Wednesday	7-9p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--W----				1	\$3,500.00			
N 13	13	10/16/12	10/22/12	M-F 9p-930p	9p-930p		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				1	\$2,500.00			
Totals											33	\$20,800.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	33	\$20,800.00	\$17,680.00
Totals	33	\$20,800.00	\$17,680.00

Signature: _____ **Date:** _____

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Rep Order# 9842333 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/15/2012 9:24 AM
Last Received: 10/15/2012 8:23 AM
Showing Buylines: All Lines

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL ISSUE GROU
Product CENTER FORWARD
Estimate# 2072
Buyer Spencer Wood
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, #100
WASHINGTON, DC 20007
Agency C/P1/P2/E 96/102/2072
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER- PLEASE CHECK & CONFIRM ASAP

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	SA	7A-8A	GOOD DAY UT-SA	:30	\$550.00	10/20-10/20	1	1	1	\$550.00	
	2	TU-F,M	7A-8A	GOOD DY UTAH7A<	:30	\$550.00	10/16-10/22	5	1	5	\$2,750.00	
	3	SA	8A-9A	GOOD DAY UT-SA	:30	\$650.00	10/20-10/20	1	1	1	\$650.00	
	4	TU-F,M	11A-12P	FOX NEWS AT 11<	:30	\$400.00	10/16-10/22	5	1	5	\$2,000.00	
	5	TU-F,M	12P-1230P	FOX13-LIVE@12<	:30	\$400.00	10/16-10/22	4	1	4	\$1,600.00	
	6	SA	1P-430P	COLLEGE FBL	:30	\$2,000.00	10/20-10/20	1	1	1	\$2,000.00	
	7	TU-F,M	230P-3P	JUDGE J BRWN R<	:30	\$100.00	10/16-10/22	5	1	5	\$500.00	
	8	TU-F,M	330P-4P	JUDGE JUDY R<	:30	\$350.00	10/16-10/22	5	1	5	\$1,750.00	
	9	TU-F,M	4P-5P	DR. OZ/AVG. ALL WKS	:30	\$450.00	10/16-10/22	2	1	2	\$900.00	
	10	SA	4P-5P	MASH	:30	\$100.00	10/20-10/20	1	1	1	\$100.00	
	11	TU-M	430P-9P	MLB NCLIS	:30	\$2,000.00	10/16-10/22	1	1	1	\$2,000.00	

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Agency C/P1/P2/E 96/102/2072
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	W	7P-9P	X FACTOR	:30	\$3,500.00	10/17-10/17	1	1	1	\$3,500.00	
	13	TU-F,M	9P-930P	FOX NEWS AT 9<	:30	\$2,500.00	10/16-10/22	1	1	1	\$2,500.00	

---REPORT TOTALS---

Report Totals: 33 / \$20,800.00

---SALES MONTHLY TOTALS---

Oct 12: 33 / \$20,800.00

Sales Totals: 33 / \$20,800.00

Station Totals: 33 / \$20,800.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$90,435	CABL 0%	KDLJ 0%	KJZZ 7%	KSL 28%	KSTU 23%
		KTVX 20%	KUCW 2%	KUTV 20%	UNKB 0%	UNKN 0%

Books null
Demos RA35+